1. (Four Times Amended) A method of messaging, comprising:

generating a capcode associated with an advertisement script; and

attaching the advertisement script to a message for a paging service subscriber associated

with the capcode.

2. (Twice Amended) The method of Claim 1, further comprising:

storing the generated identification number in a central database;

programming a paging unit of the paging service subscriber with the identification number;

correlating the identification number stored in the central database with the identification

number programmed into the paging unit; and

transmitting the advertisement script and the message to the paging unit programmed with the

identification number based upon the correlation.

3. (Once Amended) The method of Claim 2, wherein the step of attaching the advertisement

script to the page message comprises transmitting the advertisement script prior to transmitting

the message.

4. (Once Amended) The method of Claim 2, wherein the step of attaching the advertisement

script to the page message comprises transmitting the advertisement script after transmitting the

message.

5. (Four Times Amended) A method of providing messaging services to paging units, comprising:

generating a capcode associated with an advertisement script, wherein the generated capcode is stored in a central database;

programming a paging unit of a paging service subscriber with the capcode;

attaching the advertisement script to a message for the paging service subscriber associated with the programmed capcode; and

transmitting the advertisement script and the message to the paging unit.

6. (Once Amended) The method of Claim 5, wherein the step of attaching the advertisement script to the page message comprises transmitting the advertisement script prior to transmitting the message.

7. (Once Amended) The method of Claim 5, wherein the step of attaching the advertisement script to the page message comprises transmitting the advertisement script after transmitting the message.

14. (Three Times Amended) A method of messaging, comprising:

generating a capcode associated with an advertisement script, wherein the capcode is among a plurality of capcodes corresponding to a plurality of paging service subscriber types; and

attaching the advertisement script to a message for a paging service subscriber associated with the capcode.

15. (Once Amended) The method of Claim 14, wherein the plurality of paging service subscriber types includes at least one of residential paging service subscribers, business paging service paging subscribers, small business paging service subscribers, and large business paging service subscribers.

16. (Three Times Amended) A method of messaging, comprising:

generating a capcode among a plurality of capcodes associated with an advertisement script; and

attaching the advertisement script to a page message for a paging service subscriber having the capcode.

17. (Once Amended) The method of Claim16, wherein the plurality of capcodes corresponds to at least one of a number of advertisement scripts to be attached and a number of times a day the paging service subscriber receives an advertisement script.

19. (Three Times Amended) A method for supporting messaging to paging units, comprising:

generating a capcode associated with an advertisement script, wherein the generated capcode is stored in a central database, the capcode corresponding to a paging service subscriber type; and

programming a paging unit of a paging service subscriber with the capcode, wherein the advertisement script is transmitted with a message for the paging service subscriber having the programmed capcode.

20. (Once Amended) The method of Claim 19, wherein the plurality of paging service subscriber types includes at least one of residential paging service subscribers, business paging service paging subscribers, small business paging service subscribers, and large business paging service subscribers.

21. (Three Times Amended) A method for supporting messaging to paging units, comprising:

generating a capcode among a plurality of capcodes associated with an advertisement script, wherein the generated capcode is stored in a central database;

programming a paging unit of a paging service subscriber with the capcode, wherein the advertisement script is transmitted with a message for the paging service subscriber having the programmed capcode.

22. (Once Amended) The method of Claim 21, wherein the plurality of capcodes corresponds to at least one of a number of advertisement scripts to be attached and a number of times a day the subscriber receives an advertisement script.

23. (New) A method of messaging, comprising:

generating a capcode associated with at least one paging service subscriber;

attaching an advertisement script to a message for the paging service subscriber associated with the capcode; and

replaying said advertisement script as a voice signal.

24. (New) The method of Claim 1, further comprising replaying said advertisement script as a voice signal.

25. (New) The method of Claim 5, further comprising replaying said advertisement script as a voice signal.

26. (New) The method of Claim 14, further comprising replaying said advertisement script as a voice signal.

27. (New) The method of Claim 16, further comprising replaying said advertisement script as a voice signal.

28. (New) The method of Claim 1, wherein the advertisement script includes wording of an advertisement and a date and time of when to broadcast the advertisement.